

10074401.021202

Add an Advertisement

Advertisement:

When did it Run?

Until when?

Type:

City:

State:

Add

Close

Fig 1

2007-11-01 02:12:02

External Media <input checked="" type="checkbox"/>						
Advertisement	Type	Date/Time	expires [Date + Time]	City	State	
▶ WPIX	TV	9/27/09 5:55am	1/1/02	bKlyn	NY	
Wabc	TV	9/14/00 3:45pm	9/14/01 3:45pm	bKlyn	NY	
wfan	RADIO	9/5/01 2:00pm	9/7/01 2pm	NYC	NY	
Wabc	television	9/5/01 4:00pm	9/7/01 11:59pm	MIAMI	FL	
W.KRU	RADIO	9/5/01 8pm	9/7/01 8pm	LA	CA	
Boston Herald	Newspaper	9/6/01 6am	9/11/01 4pm	BOSTON	MA	
New York Times	Newspaper	12/20/01 6am	9/28/01 12:05pm		NY	
Boston Globe	Newspaper	10/31/01 11am	11/2/01 11am	BOSTON	MA	
Newsday	Newspaper	10/15/01	10/15/01	NEWYORK	NY	
<div> <input type="button" value="Add"/> <input type="button" value="Delete"/> <input type="button" value="Refresh"/> <input type="button" value="Close"/> </div>						

Figure 2

10074401.021202






IP Information			
IP Address:			
<input type="text"/>			
Clicked:			
<input type="text"/>			
City:		State:	
<input type="text"/>		<input type="text"/>	
		Record: <input type="text"/>	
			
			
<input type="button" value="Add"/>		<input type="button" value="Delete"/>	
		<input type="button" value="Close"/>	

Fig 3

Advertisement Hit Detailed Report

Boston Globe Newspaper 10/31/01 11:00:00 AM

City	State	Time Clicked	IP Address
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Boston	MA	11/1/01 9:00:00 AM	101.957.03
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Hits:

Boston Herald newspaper 9/6/01 6:00:00 AM

City	State	Time Clicked	IP Address
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Boston	MA	9/6/01 10:00:00 AM	255.76.35.120
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Boston	MA	9/10/01 8:45:00 PM	201.22.25.01
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Hits:

Wabc tv 9/14/00 3:45:00 PM

City	State	Time Clicked	IP Address
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Albany	NY	9/5/01 1:00:00 PM	232.12.42.05
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Hits:

wfan radio 9/5/01 2:00:00 PM

City	State	Time Clicked	IP Address
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NYC	NY	9/5/01 3:30:00 PM	255.78.20.24
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Hits:

Total Advertising Hits:

Figure 4

10074401.021202

Hits Unaccounted for

<i>City</i>	<i>State</i>	<i>IpAddress</i>	<i>Date/Time Clicked</i>
Boston	MA	214.25.26.40	9/12/01 5:30:00 PM
	AL	21.21.21.21	9/2/01 9:00:00 AM

Figure 5

2002-02-11 09:00:00